

memorandum

DATE: September 29, 1999

REPLY TO:
ATTN OF: EM-54 (Krop:3-7918)

SUBJECT: Communication Plan for Fiscal Year (FY) 2000

TO: Distribution

The Office of Science and Technology (OST) has developed the attached *FY 2000 Communication Plan*. It is also available online at <http://ost.em.doe.gov> under "Publications." This is the second year OST Headquarters has produced a fiscal year-specific communication plan. The FY 2000 Plan has benefitted from an evaluation of the previous year's communication activities. Significant changes from last year's plan are highlighted in the plan's Preface.

The purpose of the plan is to clearly establish the OST Headquarters' communication approach for the current fiscal year. All Headquarters' communication products are to conform to the messages and approaches provided in this plan. Although the plan is focused on Headquarters and its key audiences, the role of the field is important. Most of our communication products depend on vital programmatic data supplied by the field.

Just like last year, the Focus Areas should continue to generate their own communication products tailored to the needs of their own specific audiences. However, I expect the Focus Areas to continue their close coordination with Diana Krop, the Headquarters' Communication Program Manager, through the mechanisms she has established in this plan, its companion document the Communication Notebook, and the monthly Communication Working Group conference calls. I also expect the Focus Areas to let Diana know what communication products they have produced because we frequently find additional uses for them here at Headquarters.

The *FY 2000* Communication Notebook contains all currently available guidance. It is also posted online at <http://ost.em.doe.gov> under "Publications." The notebook has product-specific guidance for all FY 2000 communication products. It includes descriptions and examples (if produced during the past year) of all products. A production schedule for all planned FY 2000 communication products is included in the notebook. For some products new or revised guidance is being prepared. To best ensure notification of new or revised guidance to everyone who needs it, we have a two-part notification process. First, new or revised guidance is posted in the appropriate section of the notebook and identified online with a *NEW* flag. Second, the availability of new or revised guidance will be highlighted during the monthly Communication Working Group conference calls.

This plan will be revised annually to meet the needs of each fiscal year. To assist in updating the plan for next year, please forward your comments or suggestions to Diana Krop at 301-903-7918 or email to diana.krop@em.doe.gov.

/s/

Gerald G. Boyd
Acting Deputy Assistant Secretary
for Science and Technology
Office of Environmental Management

Attachment

Distribution to:

EM-50 Staff

Focus Area Leads

Crosscutting Program Leads

Technical Program Officers

Site Technology Coordinating Group Members